

Application No.: 09/300,881  
Amendment dated January 8, 2006  
Reply to Office Action of July 6, 2005

**Remarks/Arguments**

Claims 29-46 are in the application. Claims 29, 30, and 45 are in independent form.

**Claim rejections 35 USC § 112, 2nd Paragraph**

Claims 6-28 stand rejected under 35 USC 112, second paragraph. Claim 6-28 are cancelled.

**Claim rejections 35 USC § 103**

Claims 6-28 stand rejected under 35 USC 103(a) as being unpatentable over Richard G. Ensman Jr.'s "Turn 'Small Shops' into 'Big Shops' Via the Internet" ("Ensman"). Claims 6-28 are cancelled.

Applicant submits that Ensman does not teach on-line donations or making information about the donation publicly available without human intervention over the computer network information. Ensman teaches on page 1: "The Internet isn't yet a true fund-raising medium, but solicitation letters can invite prospective donors to visit the agency's Web site for additional statistics, case studies or agency background information." Thus, Ensman does not teach "providing to a first donor over a computer network, in response to the first donor's activation of a hyperlink, a page for initiating an on-line electronic funds transfer as a first donation to the organization" and "accepting the first donation."

As for recognition, Ensman teaches "The Web is an ideal place to post a tribute to donors or an annual 'report of giving.' Any plaques or recognition walls erected in the organization's physical facility can easily be replicated on the Web site." Page 2. Thus, Ensman does not teach making publicly available without human intervention over the computer network information about the donation. By accepting donations on-line and providing recognition, applicant can provide recognition to even small donors.

By providing a link to make additional donations on the donor list page and/or on the pages

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with information about individual donors, the site users are invited multiple times to make donations, which increases the likelihood of donations.

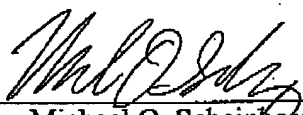
Applicants submit that all claims are allowable and respectfully requests reconsideration and allowance of the application.

Respectfully submitted,

Date:

1/8/06

By:



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